



AI Brand Leader Report

Call Transcription & Analytics

itbrandpulse.com



Executive Summary

The March 2026 AI Call Transcription & Analytics Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



We define Call Transcription & Analytics Platforms as solutions that capture, transcribe, analyze, and operationalize voice and video conversations across sales, marketing, and customer success teams.

These platforms provide capabilities such as speech-to-text transcription, conversation intelligence, sentiment analysis, keyword tracking, coaching insights, and CRM integration. Increasingly, they are evolving into AI-powered systems that not only document conversations, but also extract actionable insights, guide next-best actions, and improve revenue performance at scale.

The March 2026 IT Brand Pulse survey identifies Gong as the Market Leader with 34.1% of votes, However, leadership diverges significantly across other brand dimensions. Fireflies.ai leads in Innovation and Creativity & Expression, Microsoft Teams dominates Accuracy & Trust, and Zoom leads in Human Empowerment. This fragmentation highlights a category undergoing rapid transformation, where incumbents dominate scale and reliability, while AI-native platforms are redefining usability, automation, and user experience.

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Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

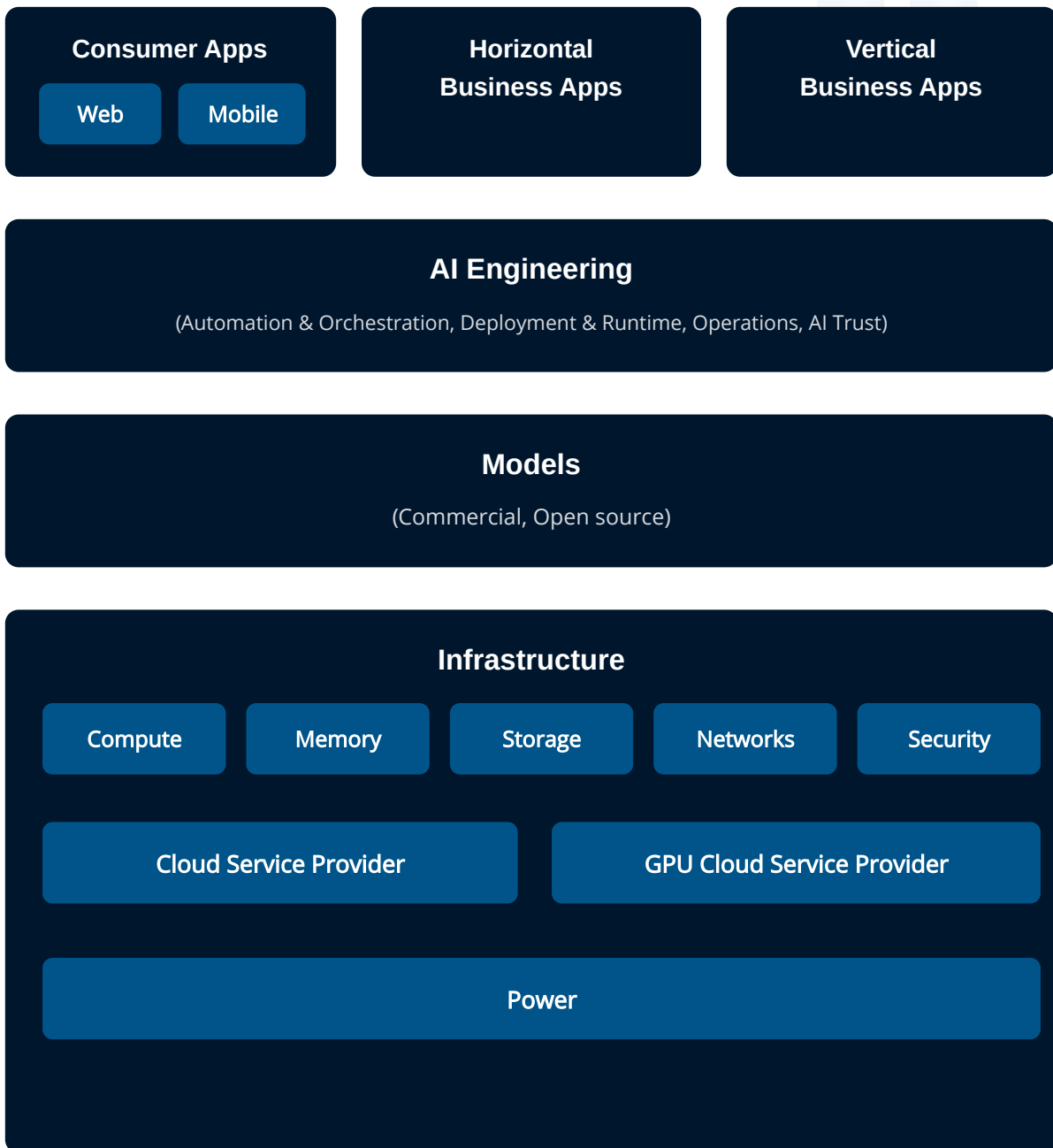


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

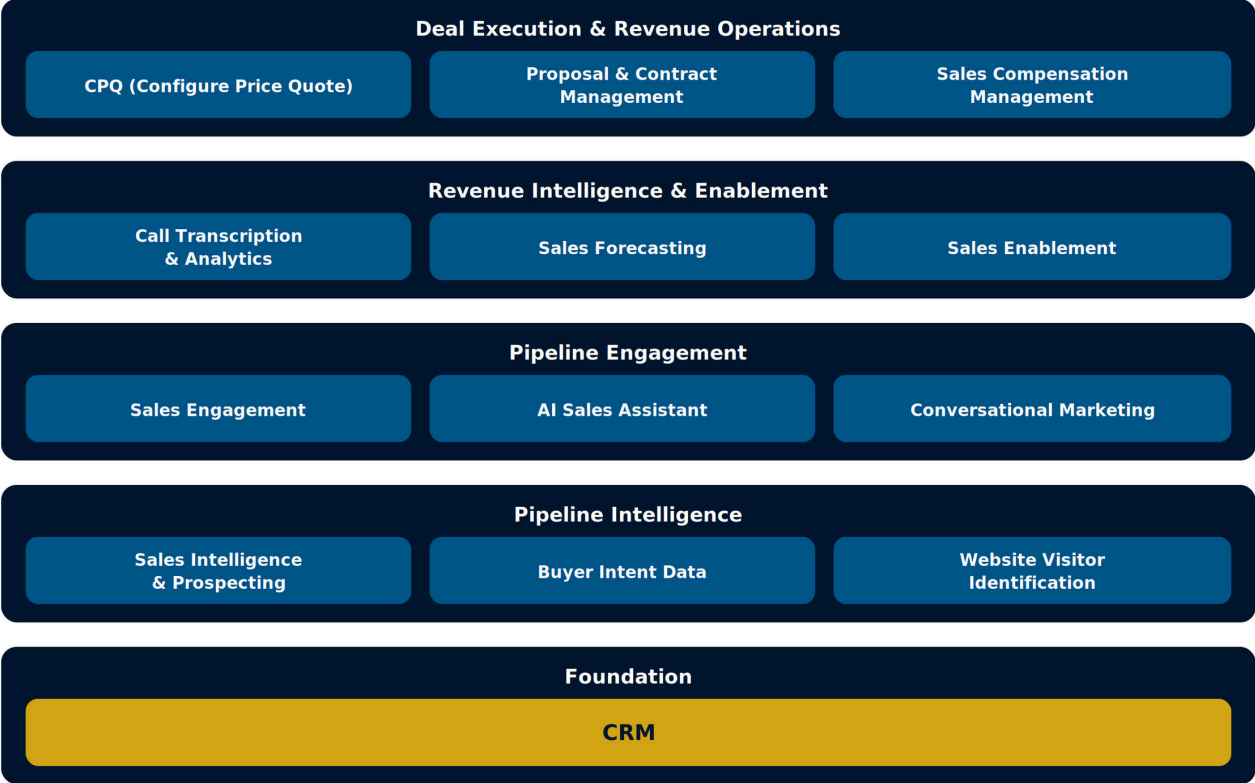
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



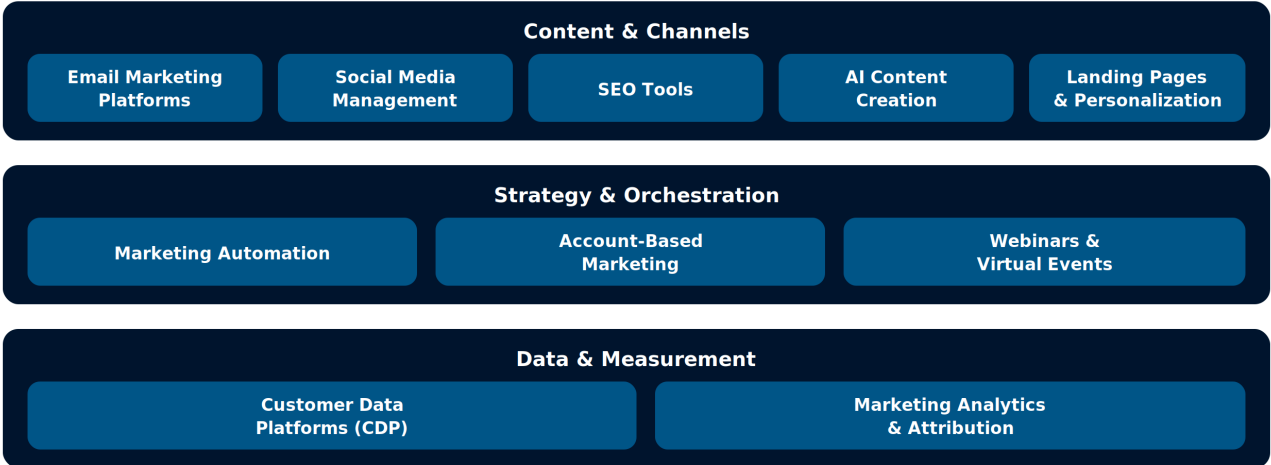
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



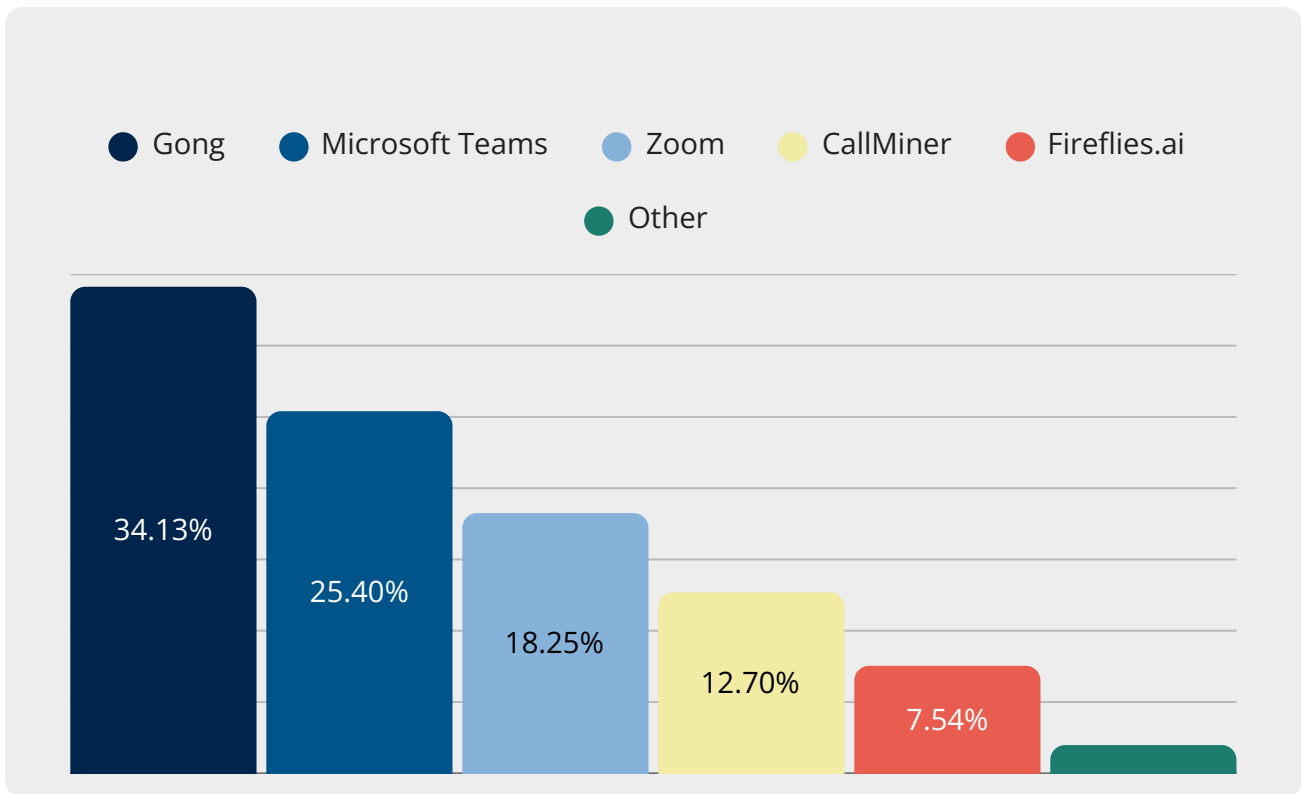
AI Marketing Products



AI Call Transcription & Analytics



The sales and marketing community voted Gong as the Market Leader with 34.1% of votes, compared to 25.4% for Microsoft Teams. The 8.7-point spread indicates a clear leadership position, but not an overwhelming dominance. The top three vendors collectively capture nearly 78% of the vote, suggesting a consolidated but competitive market structure.

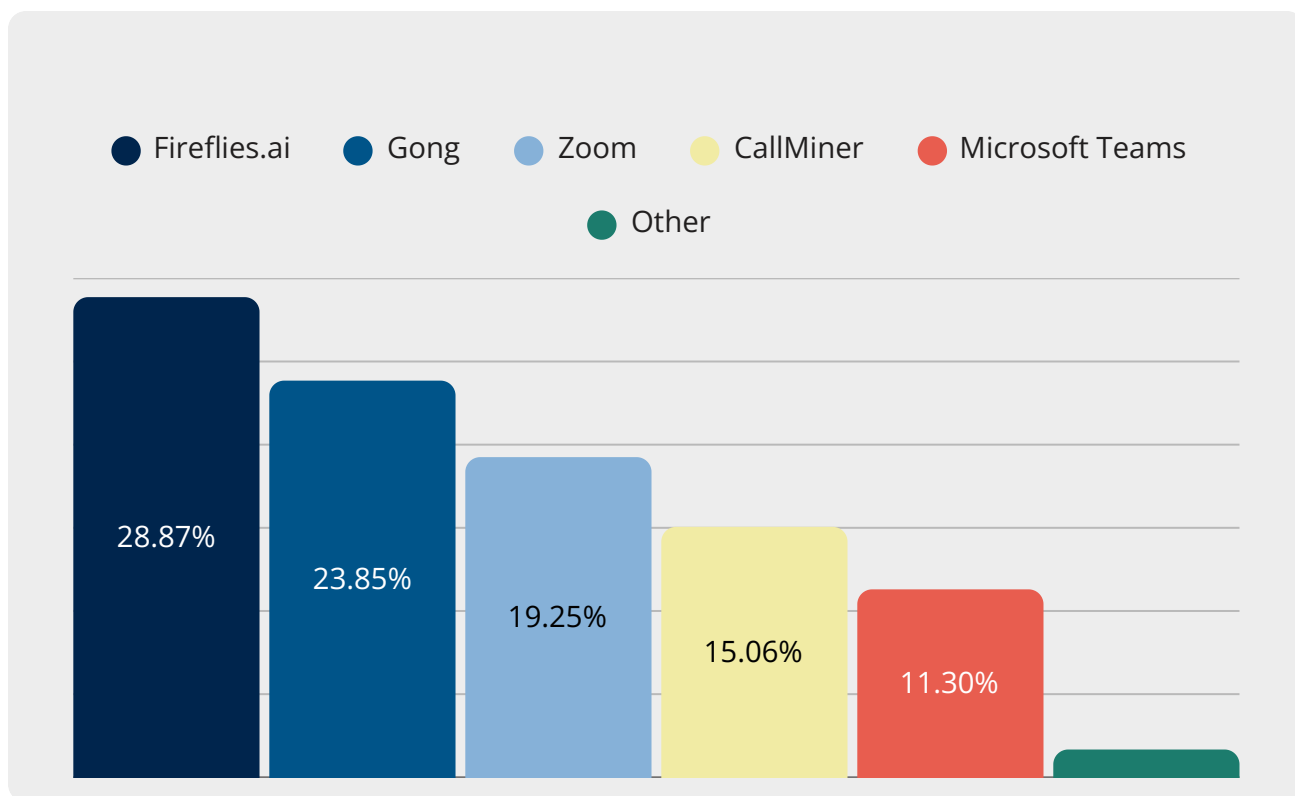


Gong’s leadership is driven by its category-defining position in revenue intelligence, where it goes beyond transcription to deliver deep insights into sales conversations, deal health, and pipeline risk. Gong is perceived as purpose-built for sales performance optimization and its ability to tie conversation data directly to revenue outcomes gives it a strategic advantage with sales organizations.

AI Call Transcription & Analytics



Fireflies.ai leads in Innovation with 28.9% of votes, followed by Gong at 23.9% and Zoom at 19.3%. The 5-point spread suggests a competitive innovation landscape, but with Fireflies.ai clearly perceived as pushing the category forward. Notably, Microsoft Teams ranks lower at 11.3%, indicating that while it is trusted, it is not seen as leading innovation.

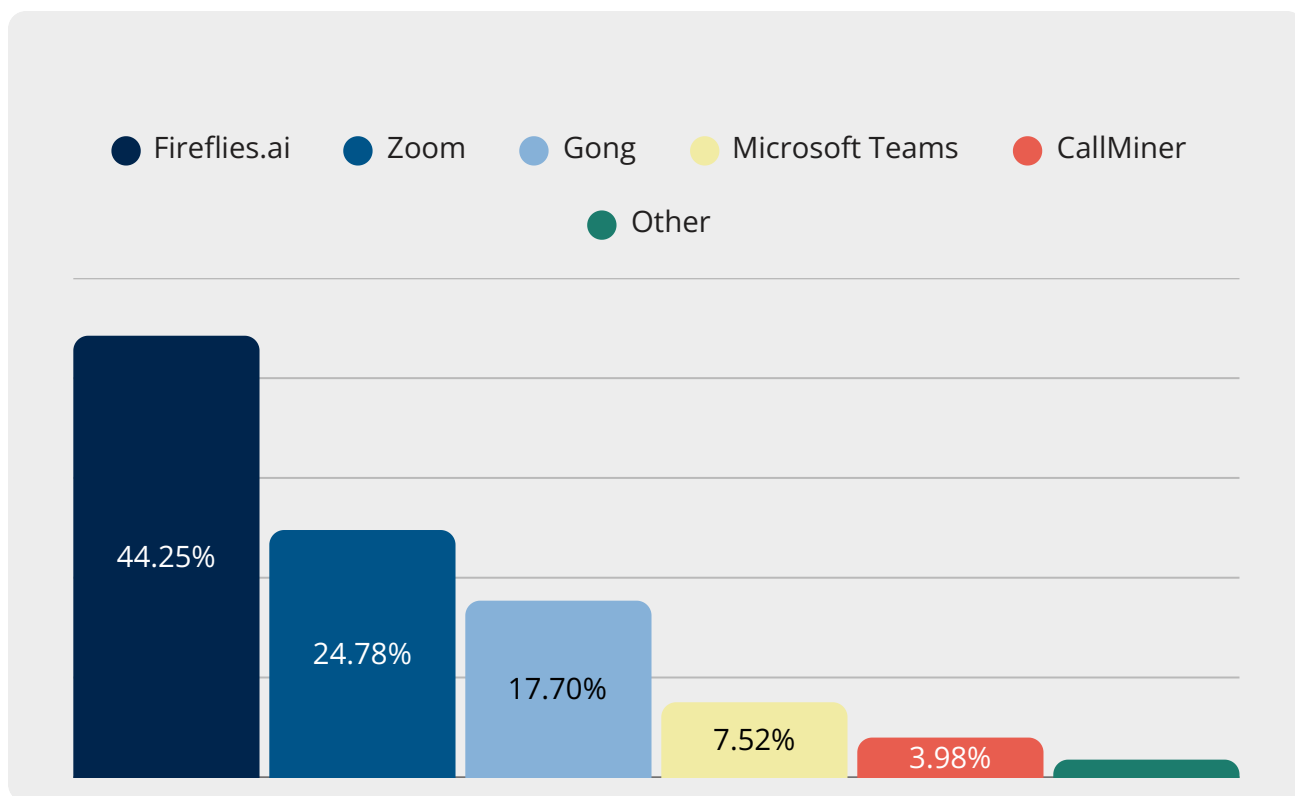


Fireflies.ai's innovation leadership reflects its focus on AI-driven automation, meeting summarization, searchable knowledge, and workflow integration. Its ability to turn conversations into structured insights and automate follow-ups resonates strongly with users. Gong ranking second in innovation indicates that AI-native challengers are shaping the future of the category faster than incumbents.

AI Call Transcription & Analytics



Fireflies.ai dominates the Creativity & Expression category with 44.3% of votes, far ahead of Zoom at 24.8% and Gong at 17.7%. The 19.5-point spread represents one of the most decisive leadership positions across all categories, signaling that Fireflies.ai is widely recognized for its user experience, product design, and innovative ways of presenting and interacting with conversation data.

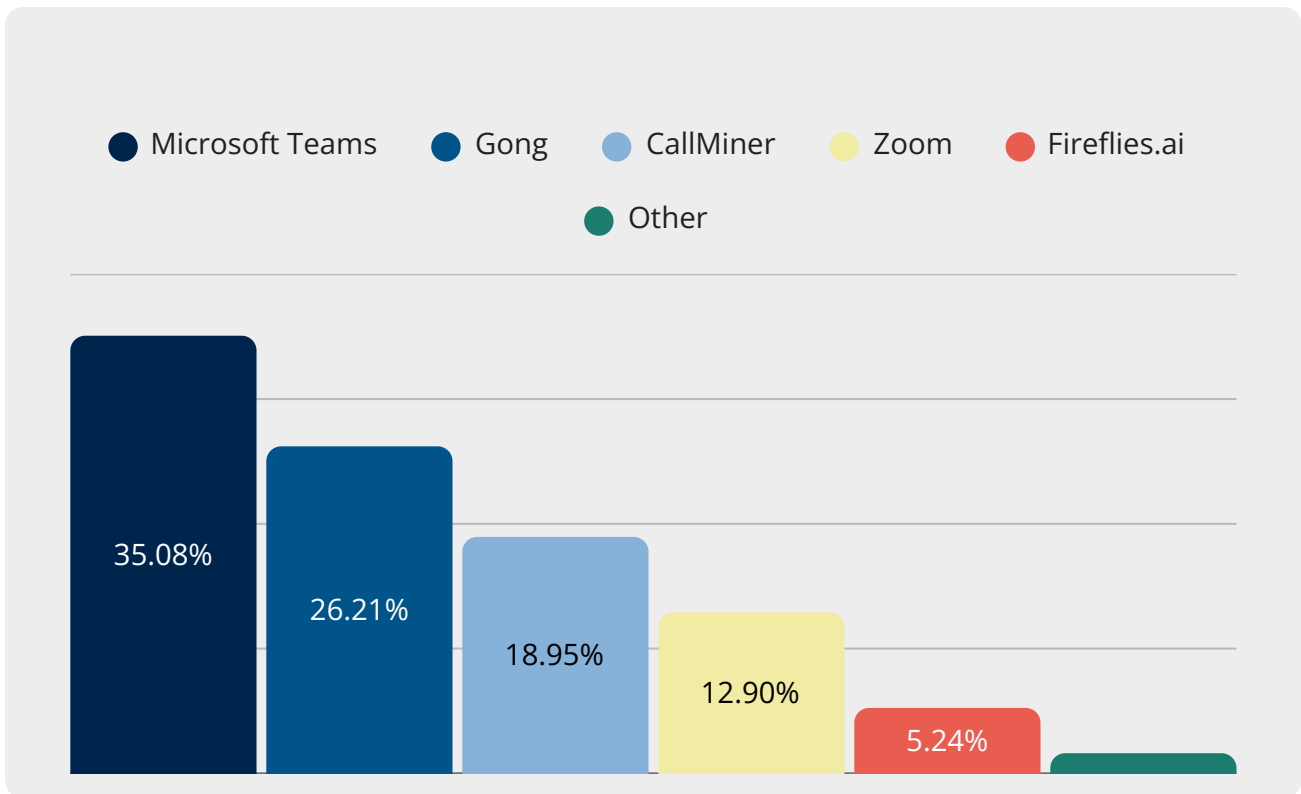


Votes for Creativity & Expression leadership likely stem from Fireflies.ai's emphasis on intuitive interfaces, flexible integrations, and creative ways to surface insights, such as dynamic summaries and conversational search. There is a strong correlation between innovation and creativity leadership, as Fireflies.ai leads both categories.

AI Call Transcription & Analytics



Microsoft Teams leads in Accuracy & Trust with 35.1% of votes, followed by Gong at 26.2% and CallMiner at 19.0%. The 8.9-point spread indicates a strong leadership position, particularly in a category where reliability and enterprise trust are critical. Fireflies.ai ranks significantly lower at 5.2%, highlighting a perception gap between innovation and trust.



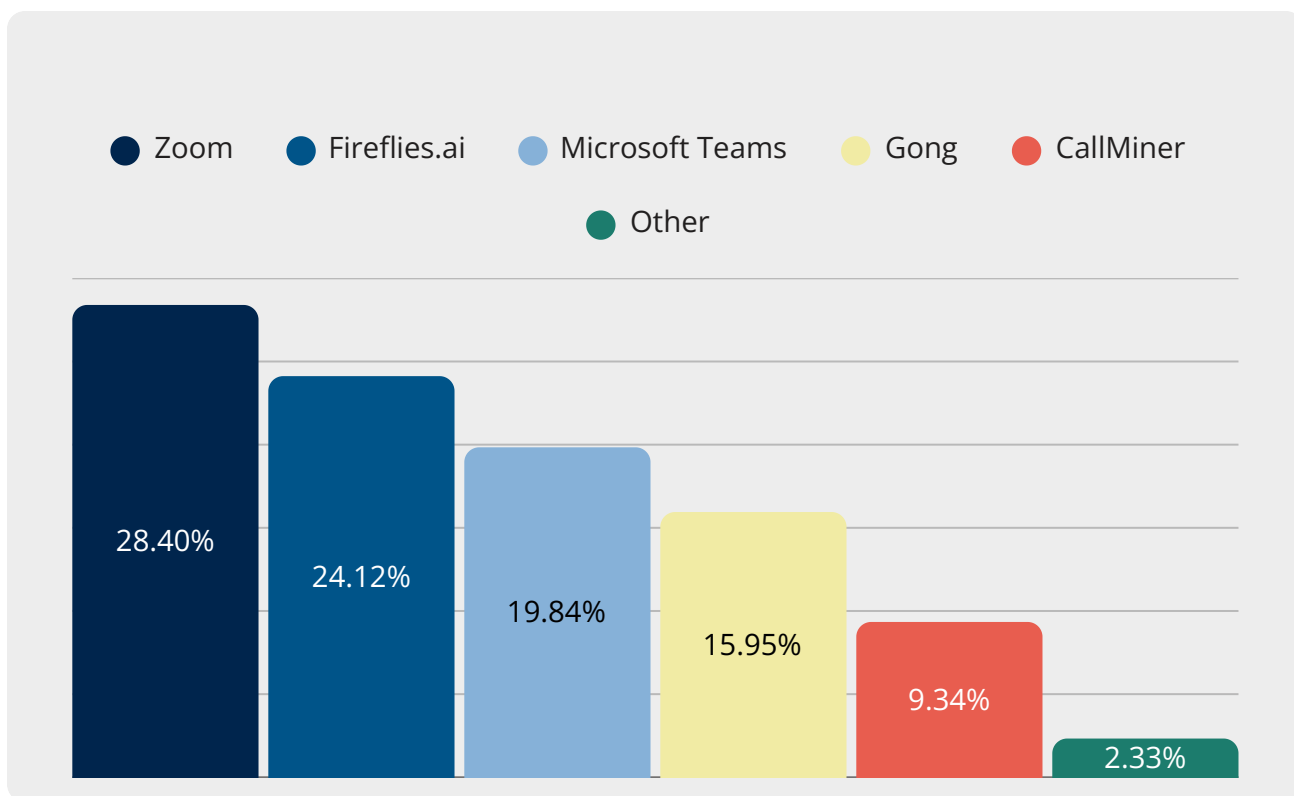
Microsoft Teams

Microsoft Teams' leadership is driven by its enterprise-grade infrastructure, security, compliance, and global adoption, which make it a trusted platform for communication and transcription. In this category, trust remains a primary driver of adoption.

AI Call Transcription & Analytics



Zoom leads in Human Empowerment with 28.4% of votes, followed by Fireflies.ai at 24.1% and Microsoft Teams at 19.8%. The 4.3-point spread indicates a competitive category, where multiple vendors are recognized for enabling users to be more effective in their roles.



Zoom's leadership reflects its simplicity, accessibility, and widespread adoption, which empower users to collaborate and communicate effortlessly. Its intuitive design lowers barriers to entry, making it easier for teams to leverage transcription and analytics features without extensive training. There is limited correlation with market leadership, indicating that empowerment is driven by usability and workflow integration over market share.

Looking Forward



Predictions

1. The category will evolve from transcription tools to “AI conversation intelligence and action platforms.”

Call transcription will become a baseline feature, while differentiation shifts to real-time insights, coaching, and automated actions. Taxonomy will move from Call Transcription & Analytics to Conversation Intelligence & Revenue Action Platforms, and brand leader voting will prioritize vendors that drive measurable outcomes (e.g., pipeline growth, conversion rates) rather than just capturing data.

2. AI copilots will replace post-call analysis with in-call augmentation.

The next phase will embed AI directly into live conversations, providing real-time prompts, objection handling, and next-best actions during calls. This will redefine the category from retrospective analytics to in-the-moment performance optimization, requiring IT Brand Pulse to introduce subcategories such as Real-Time Sales Copilots.

3. The category will split into “enterprise communication platforms” vs. “AI-native revenue intelligence systems.”

A structural divide will emerge between communication platforms (e.g., Microsoft Teams, Zoom) focused on scale, trust, and infrastructure; and AI-native intelligence platforms (e.g., Gong, Fireflies.ai) focused on insights, automation, and revenue impact.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

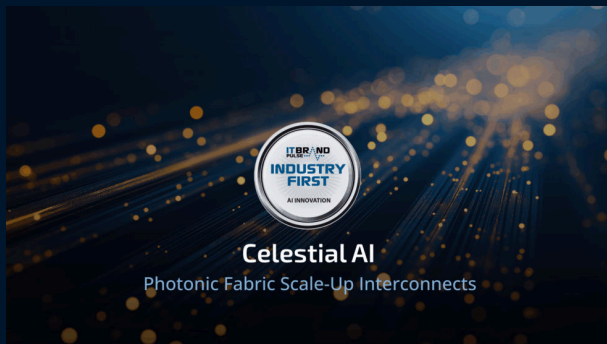




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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